

MediaTitle	Daily Express (KK)		
Date	07 Jun 2017	Language	English
Circulation	25,055	Readership	75,165
Section	Nation	Color	Black/white
Page No	4	ArticleSize	209 cm ²
AdValue	RM 431	PR Value	RM 1,292



UCSI wins HSBC Business Case Competition

KOTA KINABALU: UCSI beat 24 other universities to emerge champion in the annual HSBC Business Case Competition, taking home RM15,000 in cash and a championship trophy.

Eric Ling Kaiyue, Kelvin Wong Chun Weng, Sandra Ooi Ping Nyee and Shia Siaw Hui from UCSI will be representing Malaysia at the regional finals in Hong Kong from June 6 to 9 where they will compete against 24 top universities covering 19 countries in Asia Pacific.

The competition saw 96 students from 24 universities compete in business strategy-making and presentation to earn a spot to compete in Hong Kong against students from top universities in Asia - Pacific including last year's winner, Universiti Malaya.

The other 23 universities that participated in the competition were the University of Nottingham, Universiti Malaya, Universiti Teknologi Mara, Taylor's University, Sunway University, INTI International University, Malaysia University of Science and Technology, Monash University Malaysia, Management and Science University, USCI University, Universiti Tun Abdul Razak, Tunku Abdul Rahman

University College, Universiti Kebangsaan Malaysia, Universiti Putra Malaysia, Universiti Utara Malaysia, Universiti Tenaga Nasional, Multimedia University, Universiti Sains Malaysia, International Islamic University Malaysia, Universiti Sains Islam Malaysia, Heriot-Watt University, KDU University College, University Kuala Lumpur Business School and Universiti Tunku Abdul Rahman.

Four universities made it to the finals; UCSI University, Management and Science University, Heriot-Watt University and Multimedia University.

The HSBC business case competition is organised by Enactus Foundation Malaysia and fully sponsored by HSBC Bank Malaysia Berhad.

The competition provides students the opportunity to foster analytical thinking, creativity, innovation, communication and presentation skills which will be valuable assets when they enter the workforce upon graduation.

HSBC Bank Malaysia Chief Executive Officer Mukhtar Hussain in his speech said the competition provides the students the opportunity to interact directly

with experts and experienced professionals, as well as dealing with real issues in the business world.

"This would also be useful in building global business insights among students while sharpening their business acumen and analytical skills which are critical when entering the business world," he said.

Students were judged based on a multi-disciplinary criteria ranging from analysis, feasibility of solutions to even cost and control implications.

To ensure that everyone is kept on an equal playing field, all participants did not have web access and had to rely solely on their own creativity and collaboration within the team.

It is hoped that UCSI will be successful at the regional finals, bringing home the championship trophy and the USD10,000 prize money back but also take this golden opportunity to learn and network with student from around the world.

"We believe that this is a great avenue for the team to gain exposure on how the real working environment would be," said Mukhtar.